CITY OF RENO - SPECIAL EVENT PROGRAM

Legacy Special Event Sponsorship Application

Your sponsorship application and supporting documents will not be considered unless all of the items are received by the final deadline of:

5:00 PM, Wednesday, February 19, 2014

Applicants MUST provide eight (8) copies of all applications. Please do not staple or bind applications, applications may be affixed by paperclips.

Please type applications, handwritten applications will not be accepted.

Applications must meet all submission requirements to be considered for funding.

Applicants will be notified via email of the committee's decisions by:

5:00 PM, Monday, March 3, 2014

Applications are accepted mail or may be dropped off to City Hall. *Applications CANNOT be emailed.*

Drop Off: City Hall, 1 East 1st St., Reno, NV 89505, 12th Floor

Mail: City of Reno, ATTN: Alexis Hill

P.O. Box 1900 Reno, NV 89505

Documents mailed <u>must</u> be postmarked no later than February 18, 2014 to receive consideration.

EVENT OVERVIEW
Event Name
Event Date(s) If your event takes place between January-June in 2014 and 2015 please apply for two years of sponsorship funding. Contact Alexis Hill at hilla@reno.gov for more information on this.
Event Description
Where will the event take place in the City of Reno?

Anticipated City Services Police Price Public Works Parks If you do not know the City Services anticipated for your event please contact the Special Event Program Manager at the City of Reno for a general estimate.				
Anticipated City Services Costs? Will this be an annual event in Reno?				
Will there be a charge to be a spectator?				
If ticketed, what is the cost of admission? If your event takes place in multiple jurisdictions, please respond for the events that take place in the City of Reno right-of-way.				
CONTACT INFORMATION				
Event Organizer/Host Organization				
Contact Person				
Mailing Address				
Physical Address				
Office Phone Cell Phone				
Fax Email				
Event Website				
Other Relevant Websites				
Event Director or Producer				
Address (if different from above)				
Office Phone Cell Phone				
What other event(s) have been produced by this individual or group?				
recorded to the second of the				
Projected attendance				

Marketing, Advertising & Public Relations			
THINKE THE CONTROL OF THE PROPERTY OF THE PROP			
Please outline your marketing, advertising and public relations plan. This can consist of both paid and/or unpaid media.			
Will your event be televised on network/cable TV or broadcast on the web?			
Anticipated Coverage			
Does your event have media partners? Yes No If yes, who?			
Does your event have partnerships with other event promoters to cross promote the event?			
Yes No If yes, who?			
 2014 Marketing, Advertising and Public Relations Plan – please complete on a separate word document. This document should outline all marketing and communications planned for the event including the budget. Outline all marketing and communications plans for your event, including budget and goals. • Provide details about your social media and web marketing plan • Illustrate how much of your budget will be spent, and provide an itemized list of your planned media buys (include broadcast, print, outdoor, web, email blasts, collateral, etc.) • Detail what your communications/public relations plan is for the media and general public. 			
Financial			
Indicate the dollar amount and/or percentage of City of Reno in-kind City Services requested. If you do not know the amount please contact the Special Event Program Manager at the City of Reno for a general estimate.			
Will the event solicit additional sponsors? Yes No If yes, who?			

If you do not receive City of Reno sponsorship, will your event still occur? Yes No If no, please explain.				
If you do receive City of Reno sponsorship, what will you do with the budget that would have gone towards your City services?				
Annit and be added in IDC Farm 000 for all and in Control of the c				
Applicant has attached their IRS Form 990 from the previous fiscal year and/or a current Profit and Loss Statement to this application? Yes No If no, please explain.				
Please provide your annual organizational budget, events budget, marketing budget for events and salary and any overhead information.				
Events Budget				
Marketing Budget				
Overhead Budget				
PROMOTIONAL CONSIDERATION				
What advertising and/or promotional exposure will the City or Reno receive?				
Decree				
Preference				
Does the event work to involve the University of Nevada in their event?				
GOVERNMENT ASSISTANCE				
List any City, County, State or other public sector organizations that you expect to receive sponsorships, funding or in-kind contributions from in 2014.				

	Tourism
Pleas	See complete answers on a separate word document. 2013 Attendance: Provide Total Attendance (spectators, competitors, performers and staff) for your 2013 event, as well as the methodology of measurement (gate receipts, exit surveys, research data). If your event offers multiple performances and/or event venues in which unique individuals could likely be counted multiple times on any given day, identify (to the best of your ability) the average number of performances than an individual typically attends.
	2014 Projected Attendance : Provide your best estimate of the projected Total Attendance for the 2013 event; figures should be categorized by overnight visitors versus locals.
Even	Provide a comprehensive description of your event, plans to grow your event, uniqueness of your event, importance of your event to the area and any information that might be relevant. If you have economic impact statistics, or spectator demographics, please include them. This is your opportunity to "sell" the benefits of your event to the sponsorship committee.
	COMMUNITY GIVING
Does exper	the promoter give back to their community either monetarily or with time and rtise? Yes If yes, how? No If no, please explain.
·	
	ACKNOWLEDGEMENTS
	ur event is awarded a City of Reno Sponsorship, you must consent to the following. By king yes to each statement you are indicating agreement.
or is of such appropriate even such le of the retent.	The City or its representative shall have the right to inspect and copy the ds of your organization upon reasonable notice. In addition, if an audit has been performed commenced during the term of this Agreement which pertain to your organization, a copy ch audit shall be provided to the City. You agree to keep its books in accordance with an oved bookkeeping system, to retain its books and records, including all records relating to vent, for a period of three (3) years following the execution of this Agreement, and to make books and records available for inspection by City Staff, or other designated representative e City, at any time from the effective date of this Agreement until expiration of the required tion period. You understand that the Nevada Public Records Request Act contained in NRS ter 239 may be applicable.

You shall work with the City of Reno City Manager's Office if your event

is chosen to be surveyed by the Special Events Subcommittee of the Reno City Council.

☐ Yes ☐ No

]	Date
	Printed N	ame
Signatu	ire of Appli	cant
Yes documents	No s are true and	The information provided in this application, as well as the supporting d correct.
Yes marketing	_	The City of Reno may utilize your event's logo(s) and photos in our ional efforts for the City of Reno and on behalf of your event.
your webs		The City of Reno logo and hyperlink to <u>www.reno.gov</u> will appear on

Please make sure that all required fields are filled in and/or checked. Incomplete applications may be rejected.

Please contact Alexis Hill, Special Event Program Manager at hilla@reno.gov or 775.326.6697 to address questions that you have about the application, application process or sponsorship criteria.